

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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BUILDING OPERATING MANAGEMENT is a B2B brand for building owners and facilities executives responsible for the largest commercial and institutional facilities in the United States. The publication, its online properties, and live events, provide information about trends and technology in the design, construction, and operation of facilities. Facilities executives rely on Building Operating Management for information and insight on building and operating facilities that are energy efficient and environmentally responsible.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

No. 209/06-19
Comparable

CHANNELS

BUILDING OPERATING MANAGEMENT MAGAZINE



6 issues in the period
73,052 average circulation

BUILDING OPERATING MANAGEMENT WEBSITE



107,618 average users
Shared media channel,
See Note 1

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BUILDING OPERATING MANAGEMENT MAGAZINE (6 issues in the period)	73,052	-	73,052
BUILDING OPERATING MANAGEMENT WEBSITE: facilitiesnet.com (Monthly Users with 203,235 average Pageviews)	107,618	-	107,618

Note 1: Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

FIELD SERVED

BUILDING OPERATING MANAGEMENT serves the field of facilities management, encompassing commercial buildings: office buildings, real estate/property management firms, developers, financial institutions, insurance companies, apartment complexes, civic/convention centers, including members of the Building Owners and Managers Association (BOMA), CoreNet Global, International Facility Management Association (IFMA) and the Association for Facilities Engineering (AFE); retail buildings: shopping centers and retail chain headquarters; medical buildings: hospitals, nursing homes, medical clinics, including members of the American Society for Hospital Engineering (ASHE); educational buildings: schools, colleges & universities, including members of the Association of Higher Education Facilities Officers (APPA); government buildings: federal, state, county, municipal, airports, military; industrial manufacturing plants, utilities; hospitality buildings: hotels, motels, restaurant chains; architectural/architecture and design firms, consultants, and contractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in executive ownership and facilities management (building owners, developers, presidents, partners, CEO's, CFO's, CIO's, COO's, executive vice presidents, and other corporate officers; VP/directors of: facilities & buildings, real estate; property and asset managers; building and facility managers; VP/directors of energy services, superintendents of schools/school districts;) and construction/engineering management (VP/directors of facilities engineering, design & construction; physical plant directors; project managers, energy managers, construction managers; staff architects, staff engineers, space planners, interior designers, energy directors).

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	1,220
Allocated for Trade Shows and Conventions	333
All Other	391
TOTAL	1,967

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,052	100.0	73,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,052	100.0	73,052	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	73,050
February	73,055
March	73,055
April	73,050
May	73,050
June	73,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Building construction/Management Market in April 1986 and revised in February 1990 and November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

Business and Industry	Total Qualified	Percent of Total	Classification by Title (See Note 1)	
			Executive Building Ownership & Facilities Management (A)	Construction/Engineering Management (B)
1. COMMERCIAL BUILDINGS: Office Buildings, Real Estate/Property Management Firms, Developers, Financial Institutions, Insurance Companies, Apartment Complexes, Civic/Conventions Centers, including members of AFE, BOMA, CoreNet Global (formerly NACORE) and IFMA	23,817	32.6	21,289	2,528
2. EDUCATIONAL BUILDINGS: Schools, Colleges & Universities including members of APPA	24,083	33.0	22,284	1,799
3. MEDICAL BUILDINGS: Hospitals, Nursing Homes, Medical Clinics including members of ASHE	14,226	19.5	12,678	1,548
4. GOVERNMENT BUILDINGS: Federal, State, County, Municipal, Airports & Military	4,985	6.8	3,858	1,127
5. INDUSTRIAL BUILDINGS: Office and Headquarter buildings of Manufacturing Firms, Manufacturing Plants, Utilities	2,208	3.0	1,740	468
6. HOSPITALITY BUILDINGS: Hotels, Motels, Restaurant Chains	1,533	2.1	1,291	242
7. RETAIL BUILDINGS: Shopping Centers and Retail Chain Headquarters	1,016	1.4	902	114
Sub-Total	71,868	98.4	64,042	7,826
Architectural and Design Firms, Consultants, Contractors	1,182	1.6		
TOTAL QUALIFIED CIRCULATION	73,050	100.0		
PERCENT	100.0			

Note 1: Additional title classifications are included at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	50,444	19,708	-	70,152	96.0
II. Request from recipient's company:	26	10	-	36	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,862	-	-	2,862	3.9
Association rosters and directories	2,862	-	-	2,862	3.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,332	19,718	-	73,050	100.0
PERCENT	73.0	27.0	-	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	73,053	73,053	73,052	73,052	73,052	73,052
Qualified Non-Paid:	73,053	73,053	73,052	73,052	73,052	73,052
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	365		Kentucky	810	
New Hampshire	341		Tennessee	1,202	
Vermont	156		Alabama	767	
Massachusetts	2,076		Mississippi	608	
Rhode Island	226		EAST SO. CENTRAL	3,387	4.6
Connecticut	907		Arkansas	800	
NEW ENGLAND	4,071	5.6	Louisiana	729	
New York	5,116		Oklahoma	1,138	
New Jersey	2,092		Texas	6,192	
Pennsylvania	3,218		WEST SO. CENTRAL	8,859	12.1
MIDDLE ATLANTIC	10,426	14.3	Montana	378	
Ohio	2,942		Idaho	339	
Indiana	1,423		Wyoming	170	
Illinois	3,923		Colorado	1,195	
Michigan	2,033		New Mexico	353	
Wisconsin	1,627		Arizona	1,068	
EAST NO. CENTRAL	11,948	16.3	Utah	585	
Minnesota	1,556		Nevada	421	
Iowa	1,182		MOUNTAIN	4,509	6.2
Missouri	2,108		Alaska	219	
North Dakota	333		Washington	1,443	
South Dakota	353		Oregon	754	
Nebraska	763		California	6,486	
Kansas	1,155		Hawaii	177	
WEST NO. CENTRAL	7,450	10.2	PACIFIC	9,079	12.4
Delaware	220		UNITED STATES	71,693	98.1
Maryland	1,725		U.S. Territories	41	
Washington, DC	630		Canada	1,316	
Virginia	1,719		Mexico	-	
West Virginia	311		Other International	-	
North Carolina	1,706		APO/FPO	-	
South Carolina	738				
Georgia	1,933				
Florida	2,982				
SOUTH ATLANTIC	11,964	16.4			
			TOTAL QUALIFIED CIRCULATION	73,050	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FACILITIESNET.COM*

2019	Pageviews	Sessions	Users	Average Session Duration
January	205,688	146,458	107,698	2:06
February	194,517	138,503	103,342	2:07
March	202,605	142,438	107,604	2:17
April	213,801	153,697	115,002	2:15
May	225,097	159,912	116,945	2:06
June	177,705	125,738	95,117	2:09
AVERAGE:	203,235	144,457	107,618	2:10

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel FacilitiesNet.com - serving both Building Operating Management and Facility Maintenance Decisions.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brian Terry, Publisher

Eric Muench, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed July 11, 2019

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 11, 2019

Type BJ

ID Number B043B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.